



Deodorants in Vietnam

April 2024

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Deodorants in Vietnam - Category analysis

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2023 DEVELOPMENTS

Rising interest in grooming propels growth in deodorants in 2023

Demand for convenience drives innovation

Widespread budget-consciousness prompts players to focus on multifunctionality and maximal benefits

PROSPECTS AND OPPORTUNITIES

Deodorant sales to continue to see steady growth with more investment in packaging

Ingredients and (lack of) scents will take centre stage as brands strive for differentiation

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